



Create desk envy by having your own shredder beside your PC.

BY JANE SMITH



# SHRED THIS!

Every desk should have a shredder on it, according to Elke Hahmann, marketing manager at GBC and we think she could be right. Statistics indicating the rise in theft and fraud are quite staggering and it is finally filtering through to both consumers and businesses that every effort needs to be made to protect against it.

When she made this statement we asked her why have desktop shredders? She told us that it was important not to forget the human element regarding the good habit of shredding. After all she explained it's human nature. If people are busy and the shredder is centralised and located a distance away from their desks the temptation is always there to tear up the information and place it in their waste bin. Maybe she has a point. Certainly handling 'at risk' information needs to be taken more seriously in business. For example

patents, computer programs, preferential prices, costing data, sales plans and contracts, plus categories protected by the data protection act such as personnel files and customer lists (source Business Security and the Document Shredder from IDEAL).

Presented with such an obvious sales opportunity we thought it would be useful to give you some jargon busting, hints, tips and information on training to help you grow your sales. Could you be the first to achieve a one desk one shredder policy within one of your customers? But how do you make sure you sell the right shredder?

**Tyron Hill, European marketing director for shredders at Fellowes spoke to us. He explained that Fellowes advocate three simple steps to selling the right shredder.**

1. Where is the shredder going to be used and how much?
2. What are the security requirements?
3. What sheet capacity is needed?

His peer group agree. "Remember, everybody buys one model too small" says Dick Reynolds, sales director for Babs International selling the IDEAL range of shredders. He said, "Giving the right advice will make the difference between a great investment for a customer and a complete waste of money."

Jill Organ, senior category manager for Rexel Business Machines told us, "Everybody uses a shredder far more than they expect to and its therefore in the dealers interests to make sure his customer buys the right machine for now and the future."

## HEADLINE INFORMATION TO HELP YOU:

**Heard of security levels? This is a German standard that reflects how small the shredded 'bits' are in accordance with DIN32757.**

**From DIN 1 to 5 here they are.**

**DIN LEVEL 1** General paperwork/old documentation max strip width 6mm

**DIN LEVEL 2** Internal documentation/printouts and drafts max strip width 6mm

**DIN LEVEL 3** Confidential or personal documents max strip width 2mm

**DIN LEVEL 4** Critical business information max particle size 2mmx15mm

**DIN LEVEL 5** Top secret or classified max particle size 0.8mmx12mm

Outside of this standard there are now a new generation of shredders coming along with particle sizes even smaller than DIN Level 5. DAHLE's Xtreme Cross Cut Shredder is one of them. Selected by the US Military to meet the NSA standard in the USA this machine produces a particle size of 1mm x 4.7mm. A real 'belt and braces' solution! >>



## TYPE OF SHRED

There are two types. Straight or Strip Cut is when paper is cut into illegible strips or ribbons. Cross cut means the shredder cuts the paper two ways into tiny particles sometimes referred to as spaghetti and confetti respectively.

Experience has shown that once people start shredding their shred load goes up. And when they first get their shredder there is usually a back log. Sell them a machine that's too small and they could end up with a bad experience and this will reflect upon you.

Within the consumer market the tendency is to just think capacity and price but this can be a mistake.

Martin Billing of HSM warns against trying to sell to the general public and compete on price with petrol stations and other outlets selling cheap imports at very cheap prices. "Whilst a lot of focus is on consumer fraud there is a huge and growing problem within business and it is important to continue to educate businesses. One way in which we are trying to help dealers is by running identity theft seminars either with the dealers and their sales teams or extended out to their customers too. Our team run the session and combine training with education and case studies etc. We are also available to accompany sales people on demonstrations and will help with the loan of a machine for trials where the order is potentially big enough."

**>> SHEETS PER FEED** – This is the number of sheets you can feed into a shredder at the same time – an important consideration to avoid overloading and constant jams. Also bear in mind that some customers will now have a requirement to shred CDs. Ask the question as some machines on the market are now designed to cope with this too.

**>> ENTRY WIDTH** – Some customers such as IT or finance departments need to shred paper wider than A4. Instead of having to fold paper to shred there are machines available with wider entry widths.

**>> BIN CAPACITY.** Usually referred to in litres. Bear in mind that cross cut waste will compact under its own weight reducing the bulk and reducing the frequency with which the bin needs to be emptied (quite an important consideration and another benefit to selling cross cut machines).

**>> RUNNING TIME OR DUTY CYCLE** – This is another important feature and comes into play when it comes to selling personal shredders. This is the amount of time you can use the shredder before it reaches a thermal overload and cuts out to allow the machine to cool down. With some cheap imports these are as low as 1 to 2 minutes but for the well known brands this is much higher at around 7 minutes. When a consumer first uses their shredder if they overload it and it cuts out in this way they can sometimes mistake it as broken and return it – bad news for you so be careful.

Dick Reynolds, sales director of Babs International and supplier of one of the leading brands of shredder IDEAL spoke to us about their philosophy in helping their dealers to sell more. He too is against competing with the cheap imports in the high street. "The majority of very low-priced machines are only Security Level DIN 1 and 2. For any personal or other confidential documents Security Level 3 should be the minimum. Shredding provides effective data protection but only if the RIGHT level of security is used.

"To give dealers a great start we offer a great training session," adds Reynolds. "Dealers can't do better than attend one of our training sessions. Ours are different and this is because, along with product knowledge, attendees will also receive some general sales training, delivered by an expert trainer that we actually hire in. This gives our sessions added value. In addition we support our dealers with a number of marketing tools."

The one that caught our eye was the Business Security and the Document Shredder Leaflet, a great little end-user information leaflet explaining in clear and simple terms

the risks to businesses and what documents were a risk, where to place a shredder, the ideal shredder by location, levels of security (used earlier in this article) and a guide to choosing the right model. It certainly helped us to understand the issues.

It's true to say that everyone we spoke to were clearly experts and able to offer a wealth of information

and support, not to mention enthusiasm. ■

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DICK REYNOLDS,  
SALES DIRECTOR  
BABS INTERNATIONAL